



# CINC DAILY PROSPECTING CHECKLIST



## Who is this checklist for?

Real estate leads are a double edged sword. On one hand you can use them to aggressively grow your business in a short period of time, but on the other end, they have a *very low* conversion rate of between 1% to 3% on average!

You'll have to be generating between 50 to 100 leads a month in order to secure a *single* deal! This type of lead volume can get overwhelming pretty quickly. You're probably asking yourself, which leads should your prospecting efforts be focused on? Which leads deserve your attention and which leads aren't quite ready yet?

If those questions sounded familiar, this checklist can definitely help you! After interviewing hundreds of top real estate agents and teams that use Commissions Inc (CINC) We put this checklist together to serve as a framework to help you prioritize your prospecting efforts in a **productive** way.

Using features already provided by Commissions Inc (CINC) such as pipelines, integrated texting and calling, and behavioral information, you can use this checklist to make sure you and your team are doing everything possible to maximize your lead conversion rates!

-- Your Friends at [Hire Aiva](#)



# CINC Daily Prospecting Checklist

## 1 Text New Leads within 1 minute

### These leads include:

- \* Leads in the **New Lead** pipeline status

### What should you text them?

*[For specific property inquiries]*

Hi Sarah, this is Aiva from the Livewell Realty team. We just received your inquiry about 123 Elm St., when are you available for a viewing?

*[For general signups]*

Hi Sarah, this is Aiva from the Livewell Realty team. I saw you submitted your info on LivewellRealty.com. May I ask what type of listings you're currently searching for?

### Facts and Tips

The odds of qualifying a lead are 21x greater within the first minute vs. the first 30

Texting leads is more effective than calling as more than **95% of text messages are read**

Only **3% of the calls get through** at any given attempt for real estate leads

Adjust the pipeline status in CINC to **Attempted Contact** to stay organized

**Do NOT leave a voicemail** on the first dial, instead, call them twice back to back

## 2 Text Uncontacted Leads

### These leads include:

- \* Leads in the **New Lead** pipeline status you have not yet contacted

### What should you text them?

*[For specific property inquiries]*

Hi Sarah, this is Aiva from the Livewell Realty team. We just received your inquiry about 123 Elm St., when are you available for a viewing?

*[For general signups]*

Hi Sarah, this is Aiva from the Livewell Realty team. I saw you submitted your info on LivewellRealty.com. May I ask what type of listings you're currently searching for?

### Facts and Tips

The CINC Pipeline Status feature allows you to track your business pipeline effectively. Here are all the default statuses:

- \* New Lead (not contacted yet)
- \* Attempted Contact (contacted, but no answer or reply)
- \* Contacted (connected with lead and qualified)
- \* Appointment Set
- \* Showing
- \* Under Contract
- \* Sold

## 3 Follow Up with Unresponsive Leads

### These leads include:

- \* Leads in the **Attempted Contact** status
- \* Leads registered within the last **14 days**

### What should you text them?

Hi Sarah, this is Aiva from the Livewell Realty team. Glad to connect with you again. It seems a few of your favorite properties are getting a lot of attention from other buyers. To make sure they don't slip away, can I go ahead and schedule a showing this weekend?

### Facts and Tips

Only **49.4% of lead replies** come during business hours so it's important to stay vigilant after business hours

Nearly **30% of leads come during weekends**, real estate is truly a 24/7 business!

## 4 Check in With Recent Logins

### These leads include:

- \* Leads in the **Attempted Contact** status
- \* Registered **more than 15 days ago**
- \* Logged in **within the last 30 days**

### What should you text them?

Hey Sarah, this is Aiva from Livewell Realty team. I see that you are still searching around Little Italy? I have some exclusive listings coming up in that area. Can I share them with you?

Hey Sarah, this is Aiva from Livewell Realty team. I see that you are still looking for properties in the Garden Ridge neighborhood. What's your current situation? We have some exclusive listings from that neighborhood. When can we connect?

### Facts and Tips

Leads **returning to your site are more serious** so it's worth reaching out to them

Leads generated from Google can take up to 4 months to convert

Leads generated from Facebook can take up to 8 months to convert

## 5 Update Saved Searches

### These leads include:

- \* Leads in the **Attempted Contact** status
- \* Registered between 4 to 7 days ago
- \* Have no **Custom Search** label

### What should you do?

For this group of leads, update their **Saved Search** to reflect a more accurate range of properties.

Those super high/low priced viewed properties skew the results, so adjusting the saved search will ensure these leads receive more relevant properties via email.

### How to Adjust Search Criteria?

Click into the contact record

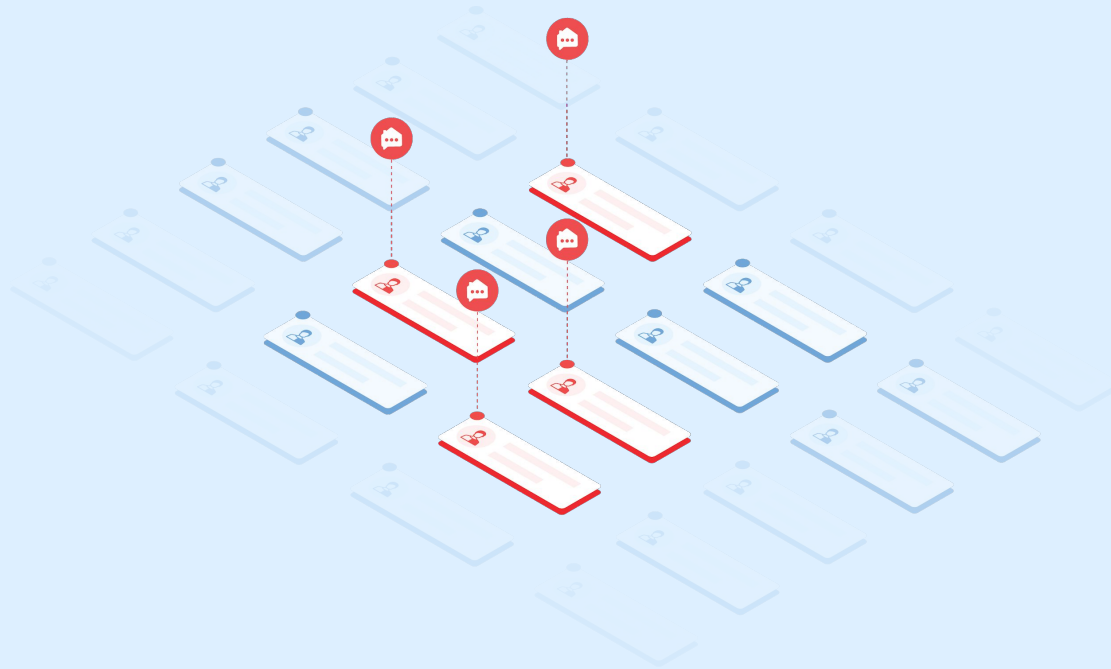
Select the "eye" icon and look at commonalities in their views

Determine the ideal price range

Now, click on "Saved Search"

Update their Saved Search

Apply desired label



**Aiva is your real estate lead conversion partner.**

Powered by real people, Aiva contacts, engages, and converts real estate leads for you 24/7 within 2 minutes. Learn more at [HireAiva.com](https://HireAiva.com)